

LAWRENCE LADOMERY

I am a seasoned marketing professional with strong data and technical skills, an eye for design, and a passion for content.



Melbourne, Australia

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SKILLS

✓ Marketing

Product Marketing with a focus on B2B tech, and experience across content, SEO, email, social, and paid.

✓ Management & Ops

Managing digital projects big and small, BAU work pipelines, and the teams that support them.

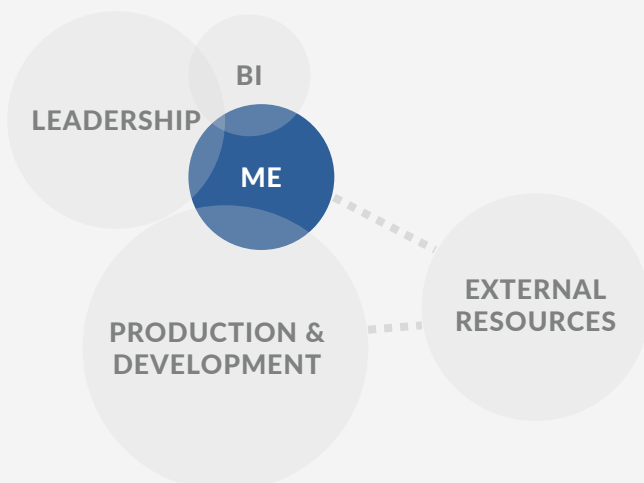
✓ Technical & Platforms

Over 15 years experience building websites, applications, implementing CRM, and executing data-driven campaigns using marketing automation platforms.

✓ Design & Build

Website design and build using WordPress, Photoshop, Canva, and number of other design and no-code tools.

WORK CONTEXT

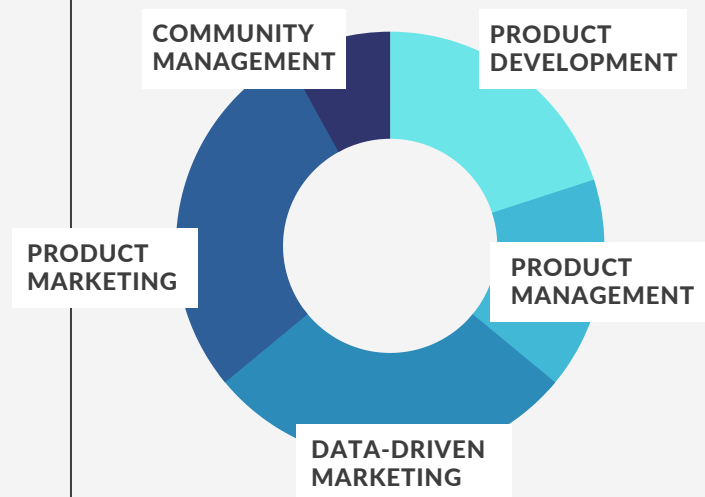


EDUCATION

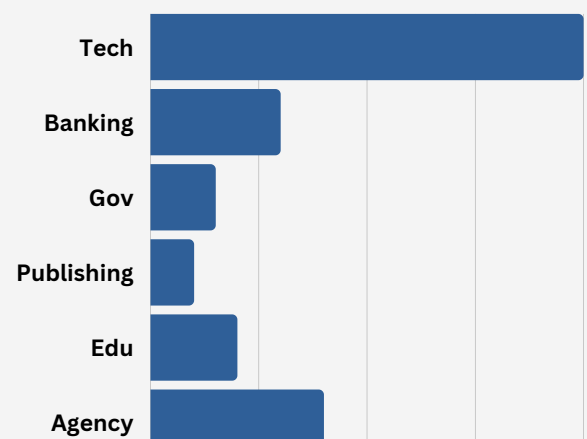
University of Wales Cardiff

B.Sc. Architecture
Welsh School of Architecture
UK

ROLE TYPES



INDUSTRIES



WORK RECORD

Jan '22 - Aug '22
TECH

Marketing Manager - Convesio

- ✓ Established the Marketing function and lead a team of 5

Jan '16 - Jan '22
FREELANCE

Marketing Consultant - automatico

- ✓ Consulting with both SMEs and larger brands on data-driven marketing projects

Sep '17 - Oct '19
TECH

Marketing Manager - Network Dynamics

- ✓ As the first non-technical hire I was responsible for setting up and driving the marketing function

Mar '15 - Dec '19
AGENCY

Strategic Digital Manager - iGoDirect

- ✓ Established the agency's digital operations capability working with clients such as ANZ, APT Touring, Jemena, Haymes Paint and Latitude Finance

Jun '11 - Feb '15
SOFTWARE

Digital Marketing Lead - QSR International

- ✓ Manage the company's digital marketing efforts and lead the implementation of marketing automation capabilities

Aug '10 - May '11
AGENCY

Digital Producer - Grey

- ✓ Produced digital work for TAC, Leggo's, John West, and WorkSafe Victoria.

Mar '09 - Aug '10
GOVERNMENT

Web Adviser - Department of Justice, Victoria

- ✓ Managed the Gambling Licence's Review's digital products leading to the 2010 gaming licences auction.

INTERNATIONAL EXPERIENCE - UK & ITALY

Internet Adviser - European Bank for Reconstruction & Dev.

Group Web Manager - BPP Professional Education

Founder / Product Manager - cityapartments.it

Community Manager - Multex Investor Europe

Senior Community Manager - FortuneCity Ltd

Web Producer - Net Resources International